NWT **ARTS STRATEGY**
PROGRESS REPORT

As of March 31, 2006

Northwest Territories

2008-05872/

Message from the Ministers

A flourishing arts sector is a key element of healthy communities. With the release of the NWT Arts Strategy in 2004, the Government of the Northwest Territories formalized its commitment to supporting the arts and to working towards the following vision:

"To secure the stability of a vibrant Arts sector that is integral to the economic, social, and cultural fabric of the NWT, and contributes positively to the quality of life within the NWT."

We are pleased to provide this Progress Report outlining the initiatives, programs and services that have been undertaken to date with a view to achieving this vision.

The Report describes the actions completed to foster appreciation of, participation in, and life-long learning through the arts, and to maximize the economic potential of the arts industries in the NWT. It represents the collective efforts of the Departments of Education, Culture and Employment (ECE) and Industry, Tourism and Investment (ITI) along with many, diverse partners.

Continued investments, combined with a collaborative and holistic approach, will increase art production, expand access to the arts, and enhance the benefits of the arts to individuals and communities today and in the future.

Hon. Brendan Bell
Minister, Industry,
Tourism And Investment

Hon. Charles Dent
Minister, Education,
Culture And Employment

Hon. Brendan Bell
Minister, Industry, Tourism and Investment

Hon. Charles Dent
Minister, Education, Culture And Employment

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SECTION 1: **INTRODUCTION**

The NWT Arts Strategy (the Strategy) is a joint initiative of the Department of Industry, Tourism and Investment (ITI) and the Department of Education, Culture and Employment (ECE) released in October 2004. This Section covers:

- A Commitment to the Arts
- Education, Culture and Employment's Role
- Industry, Tourism and Investment's Role
- Benefits of the Arts
- A Collaborative, Holistic Approach
- Next Steps – Planning for Future Actions

A Commitment to the Arts

The goals, objectives and action items identified in the Strategy were based upon formal recommendations by an Arts Strategy Advisory Panel (ASAP) and extensive consultations in the regions. The Strategy represents the Government of the Northwest Territories' (GNWT) recognition of the many benefits that the arts provide to individuals and communities. It is a commitment to take action to address identified issues and opportunities in the arts sector. This is the first annual report on progress made toward achieving the goals of the NWT Arts Strategy.
The goals are:

Goal 1: People in the NWT, from an early age, are taught about the arts and have developed an appreciation of art in its various forms;

Goal 2: Established and emerging artists in the NWT have access to programs and funding that support the development of their skills and the production and sales of their work; and

Goal 3: There is global awareness of the NWT arts and recognition of the importance and value of the work of NWT artists, which enables them to earn a living through production and sales of their work, without compromising the cultural integrity of the arts community.

ITI and ECE have a shared interest in supporting the arts. Although their activities overlap at times, the two departments are mandated with distinct roles that result in different programs and services.

Education, Culture and Employment's Role

The Department of Education, Culture and Employment supports the arts through various programs and services that are intended to foster life-long learning, appreciation of, and participation in the arts.

The School Division provides opportunities to learn about and through the arts from Kindergarten to Grade 12 by developing curriculum, resources, artist-in-schools programs, youth mentorships and professional development for teachers in the arts.

Aurora College provides courses in arts instruction as part of the Teacher Education Program and the Aboriginal Language and Culture Instructor Program. The Aurora Campus in Inuvik offers the Traditional Arts Certificate Program and continuing education courses in the arts.

The Student Financial Assistance Program provides financial support for Northwest Territories residents to pursue postsecondary studies in a number of areas, including the arts. Career Centres provide information about postsecondary arts programs and scholarships across Canada.

The Culture and Heritage Division coordinates a full range of professional services for individuals and organizations actively involved in arts, culture and heritage activities. It provides opportunities for public awareness and appreciation of the arts through financial awards to artists and arts organizations in the visual, literary, media and performing arts. These funding programs also serve to support established and emerging artists in developing their skills and producing work.

The NWT Arts Council, in addition to reviewing and recommending funding proposals for creative artistic projects, provides advice to the Minister on issues and policies associated with artists and the arts. The Council's mandate is to promote the arts in the Northwest Territories.

Industry, Tourism and Investment's Role

In supporting NWT arts, Industry, Tourism and Investment recognizes the importance of tradition and the economic potential of the NWT arts and fine crafts industry. ITI's support is provided through the Business Development Fund and Grants to Small Business Program. ITI also supports marketing and promotional efforts, nationally and internationally, by raising awareness of the importance and value of traditional and fine arts and crafts in the NWT.

Benefits of the Arts

The Government of the Northwest Territories recognizes that the arts, if supported, can provide many benefits. Research has demonstrated a correlation between the arts and the following benefits:

Economic Benefits:
- Direct economic benefits include employment, local spending, and multiplier effects;
- Indirect economic benefits in the form of improved quality of life serves to attract people and businesses to a community and to reduce out-migration; and
- Physical assets created through the arts exist for present enjoyment and represent an investment for future generations.

Cultural Benefits:
- Preservation and reinforcement of community, regional and national cultural identity;
- Preservation of cultural evidence and the fostering of culture; and
- Transmission of cultural heritage from one generation to the next.

Health Benefits:
- Improved quality of life, especially for seniors and persons with dementia;
- Improved health status, especially for persons with disabilities and persons with acute pain or depression;
- Reduced stress; and
- Discovering strength, skills and opportunities for self-development.

Cognitive Benefits:
- Academic and workplace performance; and
- Creative and critical thinking.

Attitudinal and Behavioral Benefits:
- Self-esteem;
- Tolerance for others and positive association of one's own culture;
- Teamwork; and
- Mentoring and social bonding, especially for at-risk youth.

Community Benefits:
- Social interaction and social cohesion within and between cultures;
- Building social capital; and
- Community empowerment.

These benefits accrue to both individuals and communities in the Northwest Territories, and beyond. However, for this to happen, support must be provided on two fronts: the creation of art and participation in arts activities. To maximize benefits, the GNWT applies a collaborative, holistic approach.

A Collaborative, Holistic Approach

The Government of the Northwest Territories believes that a collaborative, holistic approach is needed to support and develop a vibrant arts sector. This approach recognizes the valuable contributions of many partners working together.

Artists:

- Provide creative energy to produce objects and experiences for public appreciation and/or consumption; and
- Share knowledge, skill and experience with students and the public to help them discover and develop their own artistic strengths.

Volunteers, Donors, Corporate Sponsors, Consumers and Participants:

- Provide financial and in-kind support;
- Provide time, expertise and hands-on support to organizations; and
- Provide feedback and encouragement to artists.

Arts Organizations:

- Provide organizational support, professional development and other services to artists;
- Provide opportunities for the public to participate in arts activities; and
- Provide venues for artists and the public to connect.

Cultural Industries:

- Publishers, recording studios, film companies and commercial galleries assist artists with production; and
- Bookstores, music stores and commercial galleries provide venues for artists to sell their work.

All Levels of Government:

- Provide grants and contributions, in-kind support, and policy support;
- Public art galleries, museums, cultural centres, visitor centres and libraries provide venues for artists and the public to connect;
- Schools provide formal and informal opportunities for students to learn about arts disciplines; to learn other subjects through the arts and to develop positive attitudes and behaviors through participation in arts activities; and
- Colleges provide education and training opportunities for artists; they also provide informal arts learning for the general public.

Since the Strategy was released in 2004, the GNWT has worked with various partners to complete a number of action items toward the continuous development of a strong and vibrant arts sector. These achievements are described in the subsequent sections of this report.

Next Steps - Planning for Future Actions

Many of the action items that were completed in the short-term represent initiatives that will continue to support the arts in the future. Regarding intermediate and long-term actions, the GNWT will continue to work toward their completion over the next few years. Given the evolving environment and changing circumstance in the Northwest Territories arts sector, new or revised action items may be required. The GNWT intends to utilize a consultation group to recommend future actions in support of the arts. This will help to ensure that current needs of the arts sector are known and addressed appropriately within available resources.

SECTION 2: **INDUSTRY, TOURISM AND INVESTMENT HIGHLIGHTS**

Since the launch of the Strategy in 2004, many initiatives have been undertaken within the Strategy's Action Plan. They are:

1. NWT Artists Database
2. NWT Branding Logo
3. NWT Artists Newsline Newsletter
4. NWT Arts and Fine Crafts Marketing Strategy Options Report
5. NWT Arts Community Workshops – E-Commerce Solutions
6. Partnership Building
7. National/International Participation and Promotion
8. The NWT Film Commission
9. Financial Assistance

These initiatives are described in the following section. A summary of progress on specific items in the Action Plan can be found in Section 4.

1. NWT Artists Database www.nwtartistsdatabase.com

The purpose of the new NWT Artists Database is to provide a multi-user, web-based, graphical-interfaced database and supporting web pages of NWT artists, retailers, wholesalers and suppliers of raw materials and supplies, which also includes support services and programs available to all NWT artists.

A. Proposed Users

NWT artists, the GNWT staff, the general public, tourists and anyone accessing information about NWT artists or the arts industry in the NWT on the web.

B. Types of Information Gathered

The information gathered includes names, addresses, biographies, samples of work, contact information, retailer and supplier of raw materials contact information, art gallery information and locations, and much more. This is information that will allow a potential tourist to the NWT to find out the who, what, where, when and why of all NWT artists and how to purchase their work. The database includes online listings, services and programs available to artists, organizations, societies, retailers, wholesalers, and suppliers with interests in the NWT's arts sector.

This database will also be designed to answer questions that artists may have about information on programs and services available to them. The database and corresponding web pages will also serve to connect members of the NWT arts community with each other.

The need for an interactive online system promoting E-Commerce for NWT-produced arts and fine crafts and a community-networking database for artists and the arts industry in the NWT were both identified in the Strategy.

2. NWT Branding Logo

A new NWT Arts Branding logo is being developed to represent the work of NWT artists. The finalized logo will provide a distinct visual image to allow consumers to easily identify arts and fine crafts created and produced in the NWT. The new logo will both promote and protect the NWT's arts and fine crafts industry while complementing existing NWT Tourism branding already in place.

The NWT is renowned worldwide for its unique and quality arts and fine crafts. A healthy and thriving arts and cultural industries sector will provide meaningful economic opportunities for all NWT artists and will build on and support efforts to increase opportunities in other areas of the economy such as tourism and the traditional economy sector. The growth and development of the arts and fine crafts sector is a priority of the GNWT. The long-term goals of the program are to have all branding tags bear the new logo that will eventually be affixed to all arts and fine craft products produced by NWT artists. Associated advertising and promotional materials will link the logo/symbol (branding) with arts and fine crafts created in the NWT.

3. NWT Artists Newsline Newsletter

This NWT Artists Newsline Newsletter is targeted to keeping the Arts Community informed and keeping the arts sector's line of communication open. In addition, this ensures the artists of the NWT have a means of seeing the progress the GNWT is making in the arts sector. Enhanced communications will foster identification of opportunities and markets, and facilitate improved production. It is important that all NWT artists are kept up to date with any new initiatives and activities that may assist them with becoming more successful. There are always many new events and activities that are available for artists and few avenues in which to provide them with this type of information.

4. NWT Arts and Fine Crafts Marketing Strategy Options Report

The development of a NWT Arts Marketing Strategy will be a four-phase project. Once completed, the NWT Arts Marketing Strategy is expected to set priorities and objectives for the long-term promotion of NWT arts and fine crafts.

PROJECT METHODOLOGY

PHASE I: Hire a consultant to develop a Marketing Strategy Options Report based on the current status of the NWT arts industry and other jurisdictions, nationally and internationally, as well as an analysis of consumer demand and competition. *This was completed March 31, 2006.*

PHASE II: Review marketing strategy options with NWT arts industry stakeholders through consultation for comments and recommendations. Expected to be completed by fall 2006.

PHASE III: Create a NWT Marketing Strategy based on recommendations from industry stakeholder consultation. Expected to be completed by 2007-08.

PHASE IV: Implement the NWT Marketing Strategy.

5. NWT Arts Community Workshops – E-Commerce Solutions

Work has begun on introducing the communities to E-Commerce solutions to market their products on a national and international scale. This opportunity opens up the lines of communication between the artists and the GNWT that facilitates the goal of working towards continued growth in providing services and programs at the community level. The program helps create an awareness of the type of products being offered by various artists in the communities. Each region is visited and kept up-to-date with existing services that the Internet can provide to enhance economic benefits to local artists. The program provides additional opportunities to develop networks that promote production and marketing of art and fine crafts.

Completed initiatives and undertakings:

1. Copyright Workshop for artists– Canadian Artists Representation/Le front des artistes canadiens (CARFAC)
2. Development of an E-Commerce Booklet
3. Arts and fine crafts - Industry Framework
4. Artist Workshops - *Artist Training and Capacity Building Through Education and Empowerment*

The program has three parts or themes:

- Artists' professional development
- Art as an ethical sustainable business
- Widening the reach – selling to emerging markets

Regional Travel/Community Workshops:

- Delivered two E-Commerce Workshops in each region
- Introduction to Selling Online – Ebay
- Designing your own Websites with EcBuilder Pro (current online software for beginner website developers).

COMPLETED TRAVEL – 15 COMMUNITIES

North Slave	Yellowknife
	Gameti
	Behchoko
Sahtu	Norman Wells
	Fort Good Hope
	Deline
	Colville Lake
South Slave	Hay River
	Enterprise
	Fort Smith
Dehcho	Fort Simpson
	Fort Liard
Inuvik	Inuvik
	Fort McPherson
	Tsiigehtchic

Staying in touch with the regional offices and communities across the NWT is an important and integral part of delivering programs and services.

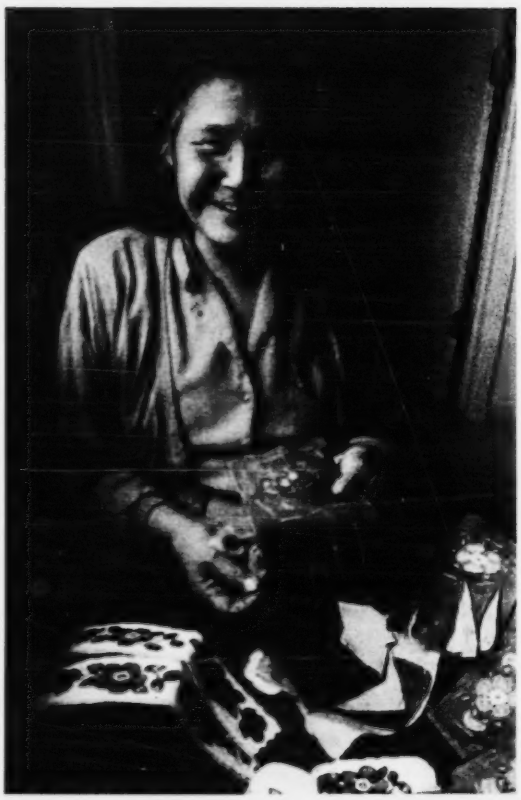
6. Partnership Building

ITI partners with various other governments and departments, including other industry related non-government organizations, to deliver various business focused workshops that increase opportunity for NWT artists. Some recent workshops have included the following areas:

1. Setting Goals
2. Pricing your Artwork
3. Developing your Digital Portfolio
4. Working with Galleries/Buyers

ITI recently received financial support through the federal Strategic Investments in Northern Economic Development (SINED) program to develop both the Marketing Strategy Options Report and Branding Logo.

The SINED program is a cost sharing approach between the two governments aimed at strengthening various northern sectors to achieve diversity and improve economic growth.



7. National/International Participation and Promotion

TRADE SHOWS / SOUTHERN / INTERNATIONAL TRAVEL

- Montreal, PQ - Trade Team Canada – Cultural Goods and Services AGM – May 2005
- Aichi, Japan – Expo 2005 – July 2005 – Artist International exposure. Five artists from the NWT were present during NWT week and incorporated into the cultural program.
- Regina, SK – August 2005 - 2005 Canada Summer Games - Artist International exposure
- Montreal, PQ - Kyoto Protocol Conference on Global Warming - December 2005. Items from the ITI Arts and Crafts Inventory collection were displayed in an exhibit titled, "Snapshot of the Arctic", as part of Arctic day.

8. The NWT Film Commission

The NWT has amazing potential for film and television production - from its land and history to its people and spirit. Continuing development in non-renewable resources, local businesses, and tourism have made the NWT a prosperous and secure place in which to travel and do business. In the NWT, there is a sense of enthusiasm about the future. Our award winning film and television professionals and expert outfitters offer a range of services, from fully serviced multi-day production packages to freelance day service in many communities.

THE ROLE OF THE NWT FILM COMMISSION IS TO PROVIDE:

- Location scouting assistance, including augmentation of location research;
- Liaison services with industry facilities and services as well as with community, production companies, and government.
- Providing advice to photographers for location shoots. ITI has assisted film companies with scouting for several projects including:
  - Snow Walker
  - A Yukon film series
  - North of Sixty
  - Tears of the Wolf
  - A Thelon Documentary

The Film Commission responded to seventeen email enquiries and fifteen telephone enquires, for a total of 32, resulting in three projects coming to the NWT that were provided advisory assistance. There were a total of 25 enquiries in the previous year.

The 2006 Canadian Idol Audition Tour came to Yellowknife in February 2006 as part of their eleven-week, eleven-city tour. Film Commission staff provided onsite assistance during the auditions at the Explorer Hotel. The popular television show featured on the CTV Network in Canada was an excellent opportunity that profiled talent from across the NWT. Six NWT residents won their ticket to Vancouver to audition before the Celebrity Judges in hopes of receiving the Golden Ticket that would send them to Toronto to compete in the top 100. The Canadian Idol winner receives a major record deal, however some runners-up have also achieved enough fame to establish professional singing careers of their own.

9. Financial Assistance

ITI recognizes the importance of tradition and the economic potential of the NWT Arts and Fine Crafts industry. ITI's support is provided through the Business Development Fund and Grants to Small Business program.

2005/2006 BUSINESS DEVELOPMENT FUND RECIPIENTS

REGION	AMOUNT
Sahtu	$ 32,761
Inuvik	46,330
South Slave	49,799
North Slave	14,406
Dehcho	14,000
TOTAL	**$ 157,296**

2005/2006 GRANTS TO SMALL BUSINESS RECIPIENTS

REGION	AMOUNT
Sahtu	$ 9,782
Inuvik	18,851
South Slave	23,444
North Slave	17,604
Dehcho	2,000
TOTAL	**$ 71,681**

SECTION 3: **EDUCATION, CULTURE AND EMPLOYMENT HIGHLIGHTS**

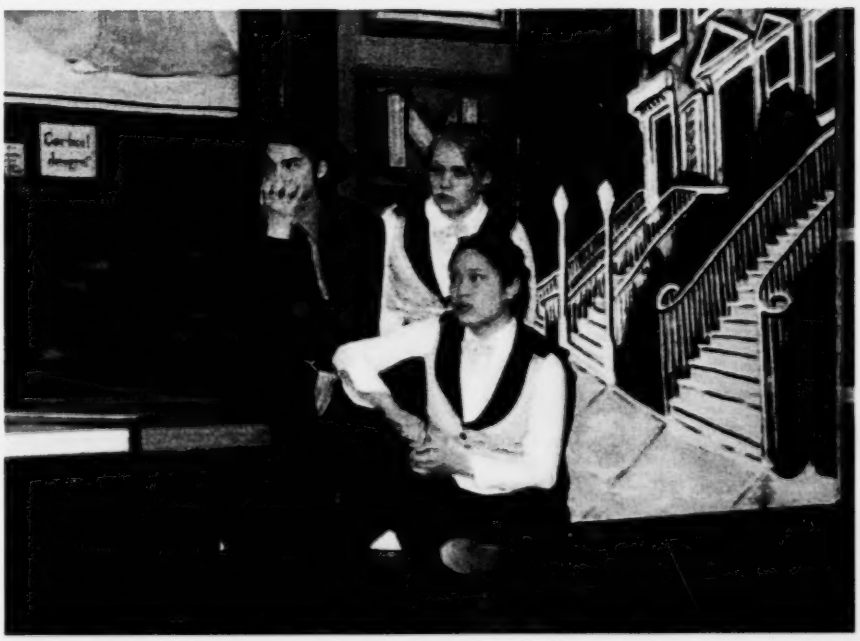
The Department of Education, Culture and Employment recognizes the importance of the arts for providing opportunities for personal growth and for building social capital in communities across the NWT. Since the NWT Arts Strategy was released in 2004, the Department has made significant contributions towards the arts. The following sections highlight programs, services and initiatives in support of the arts:

1. School Programs
2. Postsecondary School Programs
3. Career Services and Student Support
4. Public Programs
5. Support for artists and Arts Organizations

These sections incorporate specific items in the Arts Strategy Action Plan. A summary of progress on the Action Plan is provided in Section 4.

The Government of Canada hereby recognizes (a) the importance of the contribution of artists to the cultural, social, economic and political enrichment of Canada [and](b) the importance to Canadian society of conferring on artists a status that reflects their primary role in developing and enhancing Canada's artistic and cultural life, and in sustaining Canada's quality of life...

Status of the Artist Act 1992, c. 33



1. School Programs

The Department of Education, Culture and Employment supports arts education in the schools through curriculum development and teacher support including, training and resources. School authorities provide opportunities for the arts community to be involved in school arts activities.

The arts both express and engage the human spirit in profound and powerful ways. They give our children and youth a sense of the world outside themselves, uniquely touching the timelessness of history and the limitlessness of the universe while helping them celebrate community.

Policy Guidelines for Arts Education in Canadian Schools, 2004

Curriculum Development

The Department of Education, Culture and Employment supports the arts through the development or acquisition, implementation and support of curriculum in Arts Education. The NWT supports the exposure of students to all of the Fine Arts (drama, dance, music and visual art) within the context of common global Arts Education objectives. Arts Education is required to be taught in Grades 1 through 9 in NWT schools for approximately 6% of instructional time (about 60 hours per year). In addition, five credits in the area of Fine Arts are required for high school graduation. The current curriculum used in Grades K-9 is based upon the Saskatchewan Arts Education curriculum. In senior secondary, the Fine Arts courses are based upon Alberta curriculum. In all cases, ECE encourages the teaching of the Arts from a culture-based perspective that is integrated as much as possible with the outcomes of the cultural, foundational curricula, Dene Kede and Inuuqatigiit. Arts Education is also directly linked with outcomes in the NWT English Language Arts curriculum.

The Department of Education, Culture and Employment is currently working with Manitoba on the development of an Arts Education curriculum. Although Manitoba has done much of the preliminary work on its own, ECE will review this work to ensure that it meets its curriculum needs.

The NWT is currently participating in two Western and Northern Canadian Protocol (WNCP) Arts Education Projects:

- Francophone Arts Education Research Project: Phase 1 of the study culminated in a report entitled: Comparative Study of Provincial K-12 Arts Education Programs in Canada, January 2005.

- Development of a Kindergarten to Grade 12 common curriculum framework for Arts Education.

While children are attracted to the arts from birth, they need encouragement and nurturing to maximize their potential. Arts education builds on personal, home, and community experiences and provides structured learning experiences throughout the elementary and secondary school years.

Policy Guidelines for Arts Education in Canadian Schools, 2004

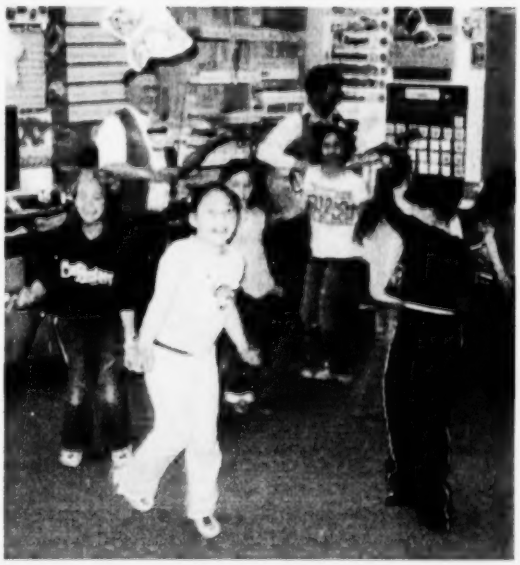
Teacher Support

The Saskatchewan K-9 arts curriculum includes a teacher handbook, **Understanding the Common Essential Learnings**. Once the framework and/or new curriculum is in place, ECE will provide in-service and support to teachers in the area of Arts Education. In the meantime, individual schools and boards continue to arrange professional development activities when needed or requested.

Community Involvement

Each school jurisdiction in the NWT provides opportunities to learn in, through and about the arts from Kindergarten to Grade 12 to meet the needs of the students they serve. Examples of innovative programming in Arts Education include an Art Therapy program in Yellowknife Catholic Schools, a music program in Deline coordinated by a Frontier Foundation volunteer, and a variety of visual arts programs across the territories.

Mentoring programs and Artists-in-Schools programs are currently arranged at the discretion of individual schools or school jurisdictions.



2. Postsecondary School Programs

Aurora College provides arts education through various programs. The Aurora Campus in Inuvik provides a certificate program in traditional arts as well as a variety of arts courses through its continuing education program. Aurora College includes arts education courses as part of the Teacher Education Program and the Language and Cultural Instructor Program.

Aurora College

Aurora College recognizes the talent and artistic skills inherent in so many northern students. Since 1995, Aurora Campus in Inuvik has worked with funding partners to make possible the delivery of a variety of arts programming. Programs included Fine Arts Diploma, Furrier Diploma with Occupational Certification, Jewelry-Making and, most recently, the Traditional Arts Certificate Program. Student success in these programs has built student confidence and, furthermore, arts programming has proven to be a bridge to academic success.

Traditional Arts Certificate Program

The Traditional Arts Certificate Program is delivered through the Aurora Campus in Inuvik. This 38-week program enables students to develop and market top quality Aboriginal products for expanding local, national and international markets. The costs associated with offering this program are recovered from registration fees and third party funding. In 2002-03 there were six graduates. It was not offered in 2004-05.

In 2005-06 there were 13 students enrolled and 4 students are expected to graduate. The program is planned for the 2006-07 college academic year.

... creativity has replaced raw materials or natural harbours as the crucial wellspring of economic growth. To be successful in this emerging creative age, regions must develop, attract and retain talented and creative people who generate innovations, develop technology-intensive industries and power economic growth

- Competing on Creativity: Placing Ontario's Cities in a North American Context, Gertler et al., 2002

The Great Northern Arts Festival takes place in Inuvik, which makes it possible for graduates to participate in this nationally recognized showcase of northern artistic talent. Aurora Campus envisions becoming the "lead campus" in the arts for Aurora College.

Continuing Education

Aurora Campus in Inuvik also provided part-time, non-credit courses through Continuing Education both in Inuvik and the communities. The costs associated with offering these courses are recovered from registration fees. In 2004-05, the College offered courses in Hide Tanning, Contemporary Beadwork, and Fur Hat Making. In 2005-06, courses in Snowshoe Making and Traditional Dog Whip Making were offered.

Teacher Education Program (TEP) and Aboriginal Language and Culture Instructor Program (ALCIP)

Aurora College delivers the Teacher Education Program and the Aboriginal Language and Culture Instructor Program. The course, Arts Education in the Elementary School, is offered in both TEP and ALCIP and includes 45 hours of instruction time in teaching methods for visual art, music, drama, and dance from an Aboriginal perspective. Emphasis is on understanding the importance of artistic self-expression in the development of the child, the integration of the arts with other subject areas, and the visual demonstration of culture through the arts, particularly Aboriginal arts and crafts.

The Teacher Education Program also includes a course on Native Literature. This course is a study of oral and written literature by Aboriginal storytellers and writers.

Community health, personal identity and growth are nurtured by the visual, performing and literary arts. Artists support the culture and heritage of the communities in which they live.

Building on our Success:
Strategic Plan 2005-2015, Department of Education,
Culture and Employment

3. Career Services and Student Support

The Department of Education, Culture and Employment supports NWT residents to pursue careers in the arts through career counseling services at NWT Career Centres and through grants and loans from the Student Financial Assistance Program.

Jobs in arts, culture and heritage preserve, promote and portray the many cultures of the Northwest Territories. These opportunities are as varied and unique as the people of the North.

- Jobs in Arts, Culture and Heritage, GNWT Education, Culture and Employment, 2006

Supporting Postsecondary Fine Arts Students

The Department provides grant and loan assistance to NWT residents who are studying full-time at the postsecondary level through the Student Financial Assistance Program (SFA). This Program has the following goals:

- Assist students to obtain the skills they need to contribute to a prosperous, northern economy;
- Provide access to training and education that will result in job creation, community wellness and community empowerment; and
- Encourage students to reside in the NWT and contribute to their communities through two separate remission programs.

The Student Financial Assistance website has links to scholarships and bursaries at www.canlearn.ca.

The 2005-06 GNWT fiscal year covers two academic years. There were 44 SFA clients who were studying fine arts in 2004-05 and 42 in 2005-06. Their identified areas of study are as follows:

Area of Study	Number of students in 2004-05 Academic Year	Number of students in 2005-06 Academic Year
Architecture	5	6
Art History	0	1
Arts Education	0	0
Arts Therapy	0	0
Cinema, Television, Stage, Radio	2	0
Fashion Design	3	5
Fine Arts	20	18
Graphic Design	2	1
Interior Design	0	1
Theatre	5	1
Visual Arts	7	9
TOTAL	44	42

These fine arts students were enrolled in various levels of study as follows:

Program Type	Number of students in 2004-05 Academic Year	Number of students in 2005-06 Academic Year
College Certificate	9	1
College Diploma	15	22
University Undergraduate Program	16	13
University Masters Program	4	6
TOTAL	44	42

Career Services

Information on postsecondary arts programs and scholarships in other parts of Canada are provided through NWT Career Centres. NWT Career Centres have computers with Internet access that the public can use to research arts programs and scholarships.

ECE has published a booklet, **Jobs in Arts, Culture and Heritage**, that promotes work and training opportunities in this employment sector. The booklet is part of a series profiling the various sectors in the NWT. They are distributed through Career Centres to schools, Aurora College and the public. They are also available on the ECE website. The booklet has been updated and will be reprinted in 2006-07.

The informal arts can be a significant component of strategies designed to expand and build upon social capital in communities. Many communities have abundant but underutilized capacity-building potential, including rich connective networks and other social assets.

- Informal Arts: Finding Cohesion, Capacity and Other Cultural Benefits in Unexpected Places, Chicago Center for Arts Policy, 2002

4. Public Programs

Programs to encourage public participation in the arts and to expand public access to the arts are supported by the Culture and Heritage Division and the Territorial Library Services Branch.

Visual and Performing Arts

The Culture and Heritage Division encourages and supports individuals and organizations to produce, exhibit, perform and disseminate art to the public by:

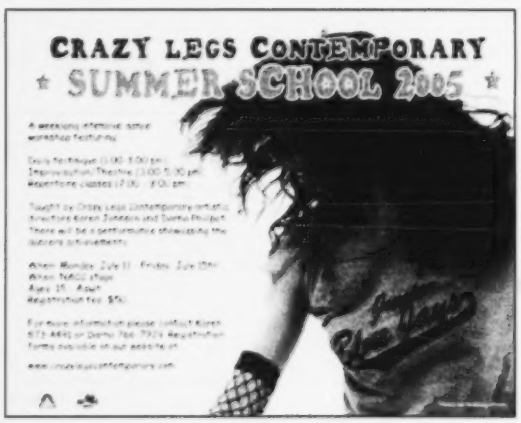
1. Making, as a condition of NWT Arts Council funding, the requirement that recipients give a public performance or exhibition of their completed projects; and

2. Supporting organizations that serve as venues for the arts.
   These include:
   - Northern Arts and Cultural Centre in Yellowknife;
   - Prince of Wales Northern Heritage Centre in Yellowknife;
   - Norman Wells Historical Centre;
   - Northern Life Museum and Exhibition Centre in Fort Smith;
   - Western Arctic Motion Pictures; and
   - Festivals in all regions of the NWT.

The Culture and Heritage Division keeps track of artists and organizations that access its programs. In 2005-06, 47 individual artists received funding for personal art projects and 37 groups received funding for arts projects or workshops. Together, the NWT Arts Council and Support to Northern Performers program assisted 11 festivals and 33 groups, conferences, summer schools and workshops.

[Commercial Art Galleries and Dealers] perceive that if more education is provided, interest in the visual arts will be stimulated. Education would be most useful in primary schools as well as more media coverage of exhibits and events.

- Study of the Market for Canadian Visual Art, Department of Canadian Heritage, 1999.



Award and Recognition Programs

The Culture and Heritage Division issues press releases to notify recipients of NWT Arts Council awards and publishes that information on the NWT Arts Council web site (www.pwnhc.ca/artscouncil).

Internet Information Sources

The Culture and Heritage Division makes information on current arts activities available through the Internet. It provides a digital 'press clipping' service by monitoring the Internet for information about the arts and disseminating that information to others in the NWT. Information about the arts is also posted to the NWT Arts Council website.

The NWT Arts Council website (www.pwnhc.ca/artscouncil) hosts the following components:

- About the Council
- Articles and Bulletins
- Cultural Programs and Sports Partners
- Guidelines and Applications
- Links
- Message from the Chair
- NWT Arts Strategy
- Previously Funded Projects
- Toolbox (for proposal writing)

Information user statistics for 2005-06 are as follows:

- 21,000 website hits
- 1,000 e-mail enquiries
- 500 telephone and mail enquiries

The arts are one of the most significant means of human expression. People of the world have for centuries used such tools as song, dance, literature and art to relay a message, a feeling, a belief or a thought. Canada is no exception.

The Arts in Canada: Access and Availability, 2002, Canadian Heritage

Literary Arts

The Department's Strategic Plan recognizes that libraries are essential to the development of literacy at a young age and support literacy through the adult years. Libraries are also important venues for providing public access to the literary arts through book lending, author events and special community programs.

The NWT Public Library Services maintains a territory-wide information system through libraries. In 2005-06, six new libraries were funded bringing the total number of communities with libraries to fifteen. The communities with libraries are:

- Aklavik;
- Deline;
- Fort Good Hope
- Fort McPherson;
- Fort Providence;
- Fort Resolution;
- Fort Simpson;
- Fort Smith;
- Hay River;
- Hay River Dene Reserve;
- Inuvik;
- Norman Wells;
- Tulita;
- Ulukhaktok; and
- Yellowknife.

NWT Public Library Services also supported the operation of virtual libraries in:

- Enterprise;
- Fort Liard;
- Lutsel K'e;
- Behchoko;
- Tsiigehtchic;
- Tuktoyaktuk;
- Wekweètì;
- Whatì; and
- Diavik Mines

A number of author events occurred in 2005-06. During the Canadian Children's Book Week in November, Public Library Services accessed federal funding and organized visits by author Jeffrey Domm to Fort Smith, Hay River, Yellowknife, Inuvik, and Norman Wells.

Five libraries accessed Canada Council funding and organized the following author visits to communities:

- Rosalind Schwartz to Fort Simpson, Yellowknife, Fort Smith, and Hay River;
- Steven Galloway to Yellowknife, Fort Smith, Hay River and Norman Wells; and
- Deborah Ellis visited Hay River, Yellowknife, Fort Smith and Norman Wells.

The Yellowknife Public Library partnered with the Yellowknife Book Cellar to arrange a number of author visits throughout 2005-06.

5. Support for Artists and Arts Organizations

The Culture and Heritage Division provides financial and information support to artists and arts organizations through various programs:

- Community Programs Office;
- Support to Northern Performers funding program; and
- NWT Arts Council Contributions.

Since the Arts Strategy was released in 2004, the Department increased overall annual funding for artists and arts organizations by $50,000 in 2004-05 and another $25,000 in 2005-06.

PROGRAM FUNDING INCREASES	2003-04	2004-05	2005-06
Support to Northern Performers	$ 71,000	$ 82,000	$ 71,000
NWT Arts Council	$ 280,000	$ 319,000	$ 355,000

Community Programs Office

The Community Programs Office coordinates a full range of professional services for individuals and organizations actively involved in arts, cultural and heritage activities. Planning assistance is provided, on request, to community and regional museums, arts and cultural groups, and heritage or historical societies throughout the Northwest Territories who seek to develop facilities, program activities or projects. Technical advice, orientations, workshops and individual training opportunities in the arts are also provided from time to time.

The Community Programs Office assists artists and arts organizations to seek funding by disseminating information on GNWT and other arts funding programs available to the NWT arts community. In 2005-06, a series of worksheets was prepared and

An arts-based economy can enhance state efforts to diversify rural economies, generate revenue, improve the quality of life, and attract visitors and investment.

Strengthening Rural Economies through the Arts, National Endowment for the Arts et al. 2005

distributed to individuals, community arts organizations, local government offices, regional Economic Development Officers and Career Development Officers in the NWT. These worksheets contain frequently asked questions, budget samples, project outlines and other working tools for use by artists and arts organizations in developing funding proposals. This material is also available at the "toolkit" section of the NWT Arts Council website, www.pwnhc.ca/artscouncil.

The Community Programs Office reviews and approves funding applications for the Support to Northern Performers program and provides administrative support for the NWT Arts Council. This includes counseling applicants on their project applications, processing applications and coordinating the annual Arts Council review meeting. In 2005-06, the Community Programs Office directly assisted over 60 applicants with their project proposals by discussing project outlines, budgets and alternate sources for support.

The value of cultural and artistic expression rests with the creator and the artist and the intellectual property inherent in their work. The paper, vinyl, canvas, and acetate which carry cultural expression are of no real economic value without the infusion of imagination and artistic excellence of the creator and the technical and promotional skills of the producer.

- Cultural Policy in the 21st Century, Canadian Conference for the Arts, 1998

Support to Northern Performers

Financial contributions are provided towards development and promotion of performing arts in the Northwest Territories and for featuring Northwest Territories performing artists at local and regional public festivals and events.

In 2005-06 the Department assisted the following community festivals through the Support to Northern Performers program:

- South Slave Friendship Festival (16th Annual) in Fort Smith, August 2005
- Open Sky Festival (5th Annual) in Fort Simpson, July 2005
- Gateway Jamboree (7th Annual) in Enterprise, August 2005
- The Great Northern Arts Festival (17th Annual) in Inuvik, July 2005
- End of the Road Music Festival (2nd Annual) in Inuvik, August 2005
- Midway Lake Music Festival (20th Annual) in Fort McPherson, August, 2005
- Yellowknife Solstice Festival /Aboriginal Day in Yellowknife, June 2005
- Folk on the Rocks (25th Annual) in Yellowknife, July 2005
- NACC Festival of Stories in Yellowknife, May 2005
- RAANT Bushed Festival (4th Annual) in Yellowknife, February 2006

Financial assistance was also provided for community film workshops in Hay River and Fort Providence.

NWT Arts Council

NWT Arts Council Contributions support and encourage the continued development of creative artistic projects in the visual, literary, new media and performing arts in the NWT. The NWT Arts Council recommends approval for organizations or individuals requesting funds for artistic work on a project-specific basis. There was a steady growth in the number and value of applications received as follows:

NWT Arts Council	2003-04	2004-05	2005-06
Number of Applications Received	71	93	124
Value of Applications Received	$ 582,158	$ 916,342	$ 1,170,989
Number of Awards	59	63	84
Value of Awards Granted	$ 280,000	$ 319,000	$355,000
Median Amount Awarded	$ 6,300	$ 5,400	$ 2,900

This growth is attributable to better communications from the Culture and Heritage Division, a stronger role played by regional GNWT offices in publicizing the NWT Arts Council, and a pro-active NWT Arts Council which now has representatives from all NWT regions.

In 2005-06, a variety of projects were funded including eighteen workshops, twenty-one performance and media projects, seven special projects and six community festivals. The NWT Arts Council strives to distribute its funding across communities regions and arts disciplines in consideration of the quality of the proposal.

Table 1: Community Distribution of NWT Arts Council Contributions

Inuvik		North Slave		South Slave		Deh Cho		Sahtu	
Ulukhaktok	2	Yellowknife	36	Fort Resolution	1	Fort Simpson	5	Deline	3
Inuvik	5			Fort Smith	16	Kakisa	1	Norman Wells	4
Sachs Harbour	1			Hay River	3	Wrigley	2	Tulita	1
Tsiigehtchic	2			Lutsel k'e	1				
Tuktoyaktuk	1								
Total: 84	11		36		21		8		8

Table 2: Regional Distribution of NWT Arts Council Contributions

Region	Applications		Awards	
	Number of Applications	Percentage of all Applications	Number of Awards	Percentage of all Awards Granted
North Slave (52% of population)	68	55%	38	45%
South Slave (17% of population)	26	21%	20	24%
Beaufort-Delta (17% of population)	11	9%	10	12%
Dehcho (8% of population)	10	8%	8	9.5%
Sahtu (6% of population)	9	7%	8	9.5%
TOTAL	124	100%	84	100%

Table 3: Distribution of NWT Arts Council Contributions by Artistic Discipline

Artistic Discipline	Applications		Awards	
	Number of Applications	Percentage of all Applications	Number of Awards	Percentage of all Awards Granted
Visual Arts	18	14%	16	19%
Music (songwriting/ recording)	22	18%	14	17%
Writing	15	12%	8	10%
Film/Video	11	9%	5	6%
Workshops	26	21%	18	21%
Performing (theatre/dance)	16	13%	16	19%
Special Projects	16	13%	7	8%
TOTAL	124	100%	84	100%

Table 2: Regional Distribution of NWT Arts Council Contributions

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SECTION 4: **ACTION PLAN – SUMMARY OF PROGRESS**

Progress

The NWT Arts Strategy included an Action Plan as an appendix. This section provides a summary of the progress made to date, including:

- Action Items;
- Lead Department or Partner;
- Timing for Action to be Completed; and
- Progress made on each Action Item as of March 31, 2006.

ACTION	LEAD	TIMING Short term: 2004-05 Intermediate: 2005-07 Long term: 2008 and beyond	Progress
Develop curriculum for arts instruction	ECE	Intermediate Term	Adopted Saskatchewan K-9 arts curriculum and Alberta senior secondary arts curriculum; Working with Manitoba to create a new arts curriculum; Working with Western and Northern Canadian Protocol (WNCP) partner jurisdictions on a framework for Arts Education.
Support development of teaching and learning resources	ECE	Intermediate and Long Term	Will begin new development of resources after creation of new curriculum.
Develop artists in schools and youth mentoring programs	ECE	Long Term	Activities offered ad hoc on an ongoing basis; Will establish programs after creation of new curriculum.
Provide professional development to teachers in art instruction	ECE	Short, Intermediate and Long Term	Offered on an ad hoc, ongoing basis.
Provide instruction in teaching arts at Aurora College	Aurora College ECE	Short Term	Offered annually through Teacher Education Program and Aboriginal Language and Culture Instructor Program.
Offer courses in art and fine crafts at Aurora College	Aurora College	Short Term	Traditional Arts Certificate Program and continuing education courses offered annually at Aurora Campus in Inuvik.
Provide information on postsecondary arts programs and scholarships in other parts of Canada.	Aurora College ECE	Short Term	Offered on an on-going basis through career centres.
Encourage and support individuals and organizations to produce, exhibit, perform and disseminate art to the public.	ECE ITI Arts Council	Short Term	NWT Arts Council grants awarded annually; Support to Northern Performers Program awards made annually.
Develop and encourage others to develop award and recognition programs for the arts in the NWT.	ITI ECE Arts Council	Intermediate and Long Term	No new award programs but amount of awards were increased by $75,000 since release of Arts Strategy.
Make information on current activities in the arts in the NWT available through the internet.	ECE ITI Arts Council	Intermediate and Long Term	NWT Arts Council website updated; PWNHC website updated.
Information on sources of support to artists.	ITI ECE	Intermediate and Long Term	Culture and Heritage Division provides information on an on-going basis.
Annual reporting and business planning with input from arts community.	ECE ITI	Short, Intermediate and Long Term	First report completed up to March 31, 2006.
Support the operations of an NWT Arts Advisory Panel to provide input and advice to GNWT.	ITI ECE	Intermediate and Long Term	Preparations have begun to convene a meeting of a consultation group in the Spring of 2006.
Provide support and funding to the NWT Arts Council and northern performers including artists and arts organizations in all disciplines.	ECE	Short Term	NWT Arts Council awards annually; Support to Northern Performers Program provides grants annually.
Provide enhanced support for emerging and existing cultural industries.	ITI	Intermediate and Long Term	Identifying through Marketing Strategy.

ACTION	LEAD	TIMING Short term: 2004-05 Intermediate: 2005-07 Long term: 2008 and beyond	Progress
Develop an E-commerce community networking database system.	ITI	Intermediate Term	In October 2005, ITI launched the NWT Arts and Fine Crafts Database that includes listings of NWT artists and supporting web pages containing resource information for artists and potential art buyers such as tourists. Database consultations, to gather input towards the development of the database, as well as various E-Commerce workshops were held in each of the regions.
Keep communities current on issues and happenings in the arts industry.	ECE ITI	Short, Intermediate and Long Term	NWT Arts Council website updated; ITI distributed a quarterly newsletter in March, June, September and December.
Develop and research ways of ensuring quality supply of raw materials.	ITI	Intermediate and Long Term	Have begun reviewing options for providing quality, traditionally tanned, moose hide for traditional fine craft sewing and product creation.
Promote and encourage the sustainable use of natural and available resources.	ITI	Intermediate and Long Term	In October 2005, ITI launched the NWT Arts and Fine Crafts Database that includes listings of artists and art organizations such as art dealers and retailers of art supplies and raw materials.
Research ways of providing and assisting with the availability of raw materials and supplies for artists.	ITI	Intermediate and Long Term	A new Schedule "I" was developed with a $125,000 allocation for Traditional Arts and Fine Crafts – Raw Materials under the Business Development Fund. This program was developed to assist artists and fine crafters to purchase raw materials for the production of traditional Art and Fine Craft products for sale. In 2006/07 artists received funding assistance through the Schedule I BDF Fund.
Develop a directory of suppliers of raw materials, funding agencies and other industry related material.	ITI ECE	Short Term	In October 2005, ITI launched the NWT Arts and Fine Crafts Database that includes supporting web pages containing information on resources and information available to artists.
Publish "How To" guides to train artists at all levels on methods for producing and marketing their art.	ITI ECE	Intermediate and Long Term	ITI developed an E-commerce booklet titled, "How to Start Selling On-line".
Develop a national and international marketing strategy which addresses the needs of NWT cultural industries.	ITI	Intermediate and Long Term	An Arts and Fine Crafts Marketing Strategy Options Report was developed in March 2006.
Develop a unique merchandising identification system that authenticates "Made in the NWT" products.	ITI	Short Term	The GNWT is currently developing an image to represent the work of NWT artists. The NWT Arts and Fine Crafts Branding Logo is planned for finalization and implementation in late summer 2006. Implementation of the logo will be done through the Arts and Fine Crafts Branding Program that will be developed in 2006-07.
Develop and maintain a directory of artists and cultural industries active in the NWT.	ITI	Short Term	In October 2005, ITI launched the NWT Arts and Fine Crafts Database that houses NWT artists profiles.
Develop and maintain an interactive Internet E-commerce system for art and fine craft producers.	ITI	Short, Intermediate and Long Term	ITI Travelled to each of the regions to introduce the communities to E-commerce solutions to marketing their products on a national and international scale. Regional visits to various communities. Each year, ITI is a part of the ongoing GNWT committment to foster the growth and economic development of all NWT artists.

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ACTION	LEAD	TIMING Short term: 2004-05 Intermediate: 2005-07 Long term: 2008 and beyond	Progress
Participate in national and international events where NWT art can be profiled.	ITI	Intermediate and Long Term	Canada Winter Games 2007, Winter Olmpics in 2010; Participated at Expo – Aichi, Japan – July 2005 – Artist International exposure.
Encourage circumpolar networking opportunities and regular meetings with other jurisdictions.	ITI	Intermediate Term	ITI participated on the following venues: • Whitehorse, YT – 2007 Canada Winter Games Committee Coordination - Cultural Participation. • Montreal, PQ – Trade Team Canada - Cultural Goods and Services AGM - May 2005 • Regina, SK – August 2005 - 2005 Canada Summer Games artists International exposure. • Montreal, PQ – Kyoto Protocol Conference on Global Warming - December 2005. Items from the ITI Arts and Crafts Inventory collection were displayed in an exhibit titled, "Snapshot of the Arctic", as part of Arctic Day.
Research and develop innovation technology.	ITI	Intermediate and Long Term	Not yet begun.

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Photo Credits and Descriptions

Page	Photo Credit	Photo Description
Cover	Leslie Leong	Traditional Arts Demonstration at Open Sky Festival
1-1	Leslie Leong	Dehcho Drummers
2-1	Fran Hurcomb	Beaded Footware
2-3	Malak	Dene Beaded Gloves and Traditional Birch Bark Basket
2-6	Tessa Macintosh	Traditional Beading
3-1	Andre Corbeil	Production of Romeo and Winifred by Drama students with backdrops by Art students at Sir John Franklin High School
3-2	Nolan Swartzentruber	Students making traditional birch bark baskets in Fort Simpson
3-3	Lois Lafferty	Students of James Burr Tyrell Elementary School in Fort Smith with fiddlers, Angus Beaulieu and Lloyd Cardinal, from Fort Resolution
3-4	Leslie Leong	Eli Nasogaloak, Tuktoyaktuk
3-6	Brad Heath, NWT Literacy Council	Fran Hurcomb reads from her book at NJ MacPherson School while Megan Welsh, a young poet, looks on during a NWT Literacy Council event
3-8	Leslie Leong	Antoine Mountain, Fort Good Hope
3-9	Jeremy Childs	Crazy Legs Contemporary Dance Company Poster for Summer School 2005
3-10	Leslie Leong	JBT Dancers, Fort Smith
3-11	Alison Hopkins	Hay River Library

GNWT Contact Information

Department of Education, Culture and Employment

Careers in the Arts – contact the Career Development Officers at your nearest Career Centre:

Career Centres	Telephone
Fort Simpson and Dehcho Region	(867) 695-7335
Fort Smith	(867) 872-7425
Hay River	(867) 874-5060
Yellowknife and North Slave Region	(867) 766-5100
Norman Wells and Sahtu Region	(867) 587-7120
Inuvik and Beaufort-Delta Region	(867) 777-7365

Arts Education in the School System– contact your Education Council:

Education Councils	Telephone
Superintendent, Beaufort-Delta Education Council	(867) 777-7131
Superintendent, Dehcho Divisional Education Council	(867) 695-7308
Superintendent, South Slave Divisional Education Council	(867) 872-5701
Superintendent, Sahtu Divisional Education Council	(867) 587-3450
Director of Education, Tlicho Community Services Agency	(867) 392-3002
Superintendent, Yellowknife Education District #1	(867) 766-5050
Superintendent, Yellowknife Catholic Schools	(867) 766-7408
Directeur General, Commission Scolaire francophone de division	(867) 873-6555

Art Programs and Courses through Aurora College – contact the nearest campus:

Campus	Telephone
Aurora Campus, Inuvik	(867) 777-7800
Thebacha Campus, Fort Smith	(867) 872-7500
Yellowknife Campus	(867) 920-3030

Funding for Artists and Arts Organizations – contact:

Manager, Community Programs,
Culture and Heritage Division, Yellowknife (867) 920-6370

Territorial Library Services – contact:

Territorial Librarian, Public Library Services, Hay River (867) 874-6531

Department of Industry, Tourism and Investment

Assistance to artists within the communities: **http://www.iti.gov.nt.ca**

ITI Regional Offices	Telephone
Dehcho	(867) 695-2580
South Slave	(867) 872-6430
North Slave	(867) 920-3349
Sahtu	(867) 587-3527
Inuvik	(867) 777-7103

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